

AMERICAN

Full Convention Report

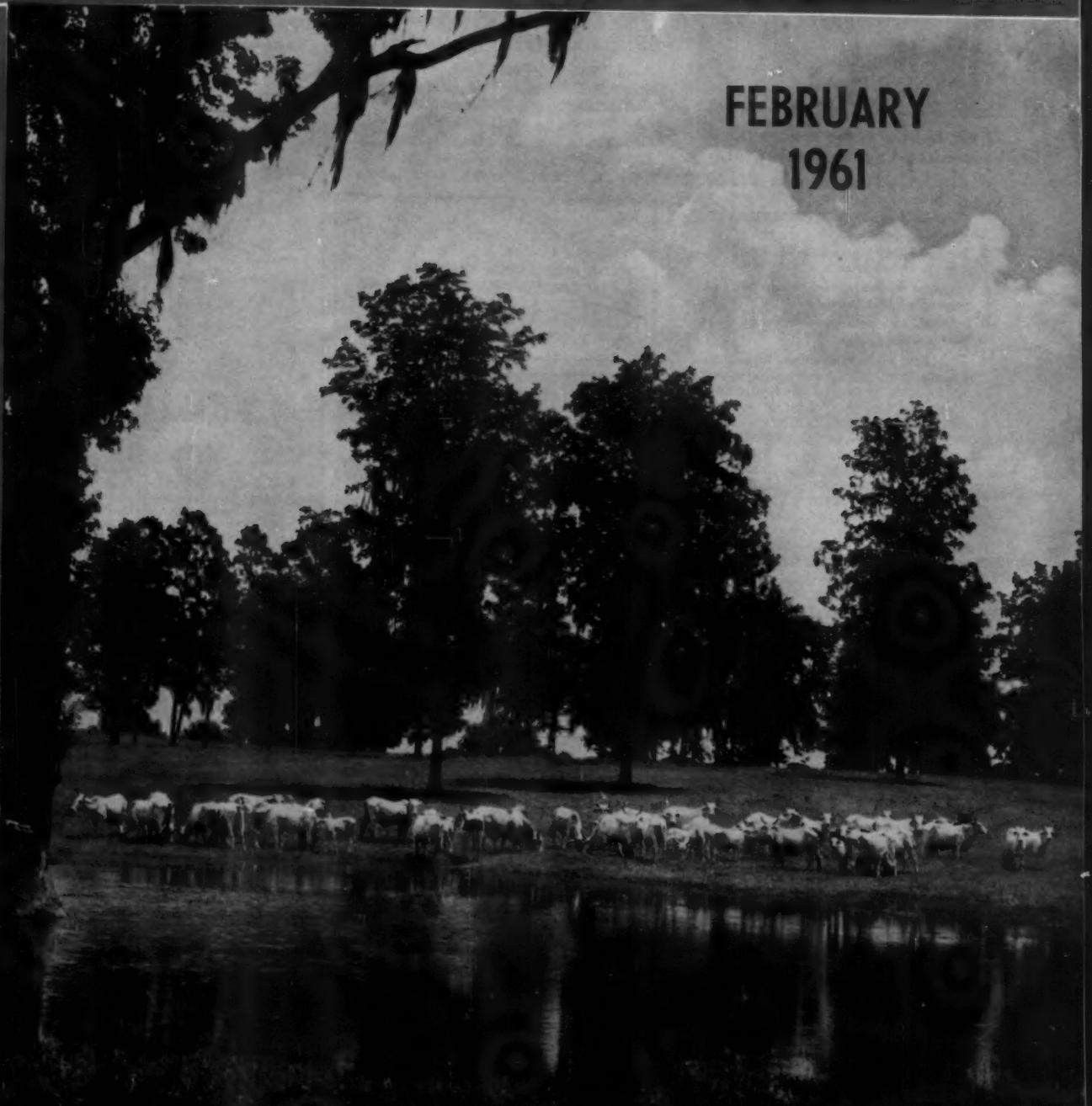
RESOLUTIONS

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

Charles T. Bodkin photo

FEBRUARY
1961



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Letters To The EDITOR

INCONSISTENT — Cattlemen are complaining about cattle and beef being imported into this country and are asking the government to set up higher tariffs or quotas so as to protect us against imported beef that adversely affects the price of our domestic beef. Yet, too many cattlemen will turn right around and buy foreign made goods—two simple examples are foreign made barb wire and steel posts—because they are a little cheaper than domestic wire and posts. Well, that is

(Continued on Page 24)

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COVER

A Charles J. Belden picture of a scene (taken on the Anthony Farm near Ocala, Fla.) that will be familiar to cattlemen next year when they attend the 65th annual convention of the American National in Tampa, Fla.



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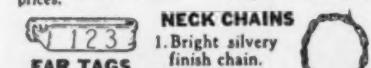
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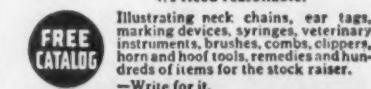
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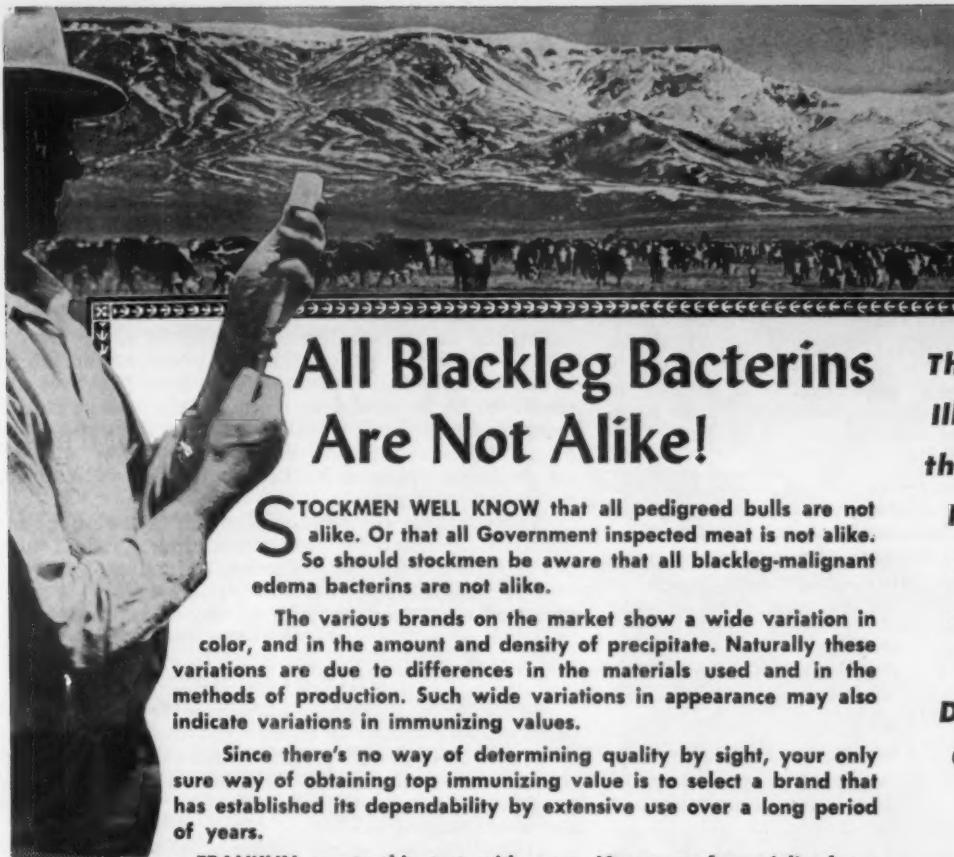


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Salt Lake City Resolutions

RESOLUTIONS adopted by the American National Cattlemen's Association at the 64th annual convention in Salt Lake City, Utah, Jan. 28 furnish a cross section of the current thinking of the cattlemen of the nation. They are summarized as follows:

In a resolution reaffirming 1960 action, the cattlemen particularly urged economy in government, deplored inflationary trends, called for an opportunity of voters to decide upon "continuation or repeal" of the income tax amendment, opposed wilderness legislation, urged congressional recognition of states' authority over water within their borders.

A leading resolution asked for "equitable and realistic legislation that will protect our industry against excessive imports of foreign meats and livestock."

A resolution called for the "best effort to bring about a union" of the National Livestock and Meat Board, National Beef Council and state beef councils "to provide an effective beef team for research, education and promotion."

MARKETING

IN MARKETING, the cattlemen requested that "all livestock market channels be kept free and open," and asked for a study looking toward modernization of the Packers and Stockyards Act.

Compulsory beef grading was opposed, but the USDA was asked to continue to look for improvements in the voluntary federal beef grading set-up "to enable the industry to continue to supply quality beef to the consumer."

Manufacturers were asked to equip farm implements and automobiles with leather upholstery.

Expansion of government cattle-on-feed reports was requested for various parts of the country as follows: Expansion of monthly estimates to include Colorado and Nebraska; quarterly estimates to expand into Georgia, Alabama and Florida; annual estimates to include New York and Maryland.

Other resolutions called for more research in "production, feeding and marketing," favored stricter controls on imported animals which might harbor disease or parasites, and proper rules to assure safe interstate movement of diseased animals; favored further study in scab control, "red water" disease and the "rodent problem."

FEDERAL LANDS

FEDERAL LANDS resolutions decried a new Forest Service "Range Suitability Standards Rule" as impractical and damaging to range operations (applied range management is an art, not a science, the resolution stated); favored experience and greater learning requirements for range administrators; called for an easing up in exchange deals as between public and private lands; urged that entrymen under the Desert Land Act prove adequate water availability before they are permitted to break up the soil; called for a "uniform" range analysis yardstick and suggested that

state agricultural col'ees undertake a coordinated research program to aid developing a uniform system.

The cattlemen deplored the "continuing drastic reductions" in federal grazing permits, resulting in "dangerous accumulation of flammable forage litter;" called for use of wildlife control funds as applicable also to reseeding after wildfires; urged expansion of brush burning and spraying where such practices are shown to be beneficial and practicable; asked that in federal-private land boundary fencing, the expense be on a 50-50 basis as between private owner and the government; opposed further acquisition of land for waterfowl refuges.

The cowmen commended the Cattle and Beef Industry Committee for "an outstanding job in representing the industry and alerting the industry to wise and intelligent use of agricultural chemicals" and reaffirmed continued support of the committee.

BRUCELLOSIS

ACTION concerning brucellosis favored official calfhood vaccination as an alternate method of recertification of modified certified areas, and recognized the usefulness of the voluntary market cattle testing program as an alternate means of recertifying range and semi-range areas.

One of the resolutions supported the "existing percentage depletion provision" of the income tax law applying to natural resources.

THEFT

RESOLUTIONS also asked that in federal areas theft of "any cow, calf, horse, sheep or goat, or any other species of domestic livestock" be classed as grand larceny; opposed action "which would damage or limit television service to ranch and farm areas;" called for active participation among individual and group affiliates in urban-rural understanding; urged support for the Cowboy Hall of Fame—"a shrine dedicated to the memory of the pioneers who contributed to the development of the West."

WE DON'T AGREE

JAMES PATTON, president of the National Farmers Union, is quoted in a news story as saying there's no point in having a representative of the American National Cattlemen's Association in any talks on national farm programs.

We don't agree, Mr. Patton, because it is more than likely that somebody — possibly you — will suggest a farm program that will further entangle the cattle industry, through feeding of surplus grains to livestock or retiring acres for grazing, etc. The cattle industry again would strenuously object to inclusion of such provisions, as it would to any control on cattle.

Nor do we agree that you, Mr. Patton, can or should speak for the cattlemen. Their spokesman is the American National Cattlemen's Association.

Grand Champion Steers at Denver's 1961 National Western Stock Show are Artificially Bred Calves!

New techniques in artificial breeding produce Grand Champion quality calves in commercial cow herds at practical cost per cow unit

This great show put the spotlight on artificial breeding for the commercial cattle producer. No other instrument in modern agriculture has the possibilities for immediate benefit to the cow man that this new beef breeding service now offers.

You can cut 5 to 10 years off your herd improvement program, make progress fast toward more uniform calves, shorter breeding season, better quality and bigger calves. By breeding to top herd sires you get premium quality calves your first calf crop!

Great Performance and Progeny Tested Sires

You can breed your commercial cows to Raona Bardolier 158th—the same bull that sired these Grand Champion steers for Jennings Bros., Highmore, South Dakota—or your choice of several equally famous Hereford bulls. Furthermore, breeding costs to these great sires will compare favorably with natural breeding by top range bulls.

For years many of America's greatest registered herds have been built up by artificial breeding. Now you can use the same method to produce top quality steers and heifers for commercial cattle buyers.

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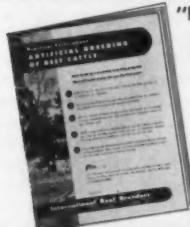
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This National Western Grand Champion Steer is an artificial son of Raona Bardolier 158th, an International Beef Breeders leased sire. Shown by Dennis Gebert, Granville, Ia., the steer was bred by Clayton Jennings, above left, who admires the Champion with Dr. L. M. Cropsey, IBB president.



Grand Champion Carload Steers at the National Western were shown by Karl and Jack Hoffman, Ida Grove, Iowa. These steers are also sons of Raona Bardolier 158th and were artificially bred by International Beef Breeders personnel. Semen from the same sire is offered by IBB.



Artificially bred Hereford sons of Shadow's Image, shown by Keller Bros., Broken Bow, Neb., won 3rd prize in the National Western Senior Bull Calf class. Shadow's Image, a great proven Hereford sire, is now owned by International Beef Breeders, Denver, Colorado.

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Full Salt Lake City CONVENTION Report

FACTS AND FIGURES brought out for the beefmakers representing 40 states indicated that wide fluctuations in numbers and prices such as have plagued the industry for many years may not be as potentially possible in coming years; that relatively stable cattle numbers and prices may be ahead for several years.

The cattlemen chose Fred H. Dressler, Gardnerville, Nev., as president for a second year. Cushen Radebaugh, Orlando and Ft. Pierce, Fla., was re-named first vice-president.

Chosen second vice-presidents were Charles S. Whittington, Greenwood, Miss.; Harry Stearns, Prineville, Ore.; W. D. Farr, Greeley, Colo.; E. S. F. Brainard, Canadian, Texas; Bern Coulter, Bridgeport, Nebr., and Robert O. Johnson, Sanger, Calif.

Also named were members who, with

the officers, form the association's executive committee. They were G. R. "Jack" Milburn, Grass Range, Mont., chairman; Wayne Rowe, Lawton, Okla.; Lawrence E. Downey, Sharpsburg, Md.; Ernest Ham, Viewfield, S. Dak.; Edward C. Francisco, Pomeroy, Wash.; Manville Kendrick, Sheridan, Wyo., and Milton D. Webb, Phoenix, Ariz.

C. W. McMillan and Dudley T. Campbell, Denver, Colo., were reappointed as executive vice-president and secretary, respectively.

In business sessions, the cattlemen passed resolutions dealing with government fiscal policies, imports, beef promotion, marketing, beef grading, research, disease, public lands, theft and public relations (see Page 7).

Earlier in the four-day convention the American National CowBelles chose Mrs. W. F. Garrison, Glen, Mont., as

president, succeeding Mrs. J. B. Smith, Pawhuska, Okla.

Named president-elect was Mrs. S. R. Claridge, Safford, Ariz. Vice-presidents elected were Mrs. Chester Paxton, Thedford, Nebr., and Mrs. Jack McClure, Belle Fourche, S. Dak. Mrs. Jessie Shaw, Cardwell, Mont., was elected secretary-treasurer.

Also chosen for the CowBelles' board of directors were Mrs. E. H. Wilson, Montgomery, Ala.; Mrs. Frank Giorgi, Gaviota, Calif.; Mrs. N. H. Dekle, Plaquemine, La., and Mrs. Smith.

The Junior American National Cattlemen's Association elected Frank Dobesh, Spearfish, S. Dak., as president to succeed Robert Long, Jr., of North Platte, Nebr. First vice-president is James White, Oelrichs, S. Dak.

Jerry Jones, Midland, S. Dak., and Franklin Krause, Alliance, Nebr., are

1,600 PASS REGISTRATION DESK

Something more than 1,600 cattlemen and their wives from the country over registered for the 64th annual convention of the American National Cattlemen's Association in Salt Lake City during the Jan. 25-28 meeting period. General tone of the convention seemed to be that of optimism. Delegates picked Tampa, Fla., for the association's 1962 convention site. Las Vegas, Memphis, Louisville, Miami Beach, Denver and some 10 other cities made bids for the meeting.



NEW COWBELLE OFFICERS

New CowBelle officers (l. to r., front) include Mrs. Frank Giorgi, California, board member; Mrs. J. B. Smith, Oklahoma, immediate past president; Mrs. W. F. Garrison, Montana, president; Mrs. N. H. Dekle, Louisiana, board member. (Rear): Mrs. Jessie Shaw, Montana, secretary-treasurer; Mrs. Chester Paxton, Nebraska, vice-president; Mrs. S. R. Claridge, Arizona, president-elect; Mrs. Jack McClure, South Dakota, vice-president. Mrs. E. H. Wilson, Alabama, was absent for the picture.



OFFICERS NAMED AT SALT LAKE CITY

Newly elected American National officers (l. to r., front) include C. W. McMillan, Denver, executive vice-president; Fred H. Dressler, Nevada, president; Cushman Radebaugh, Florida, first vice-president.

Rear, l. to r., Wayne Rowe, Oklahoma, executive committeeman; Harry Stearns, Oregon, second vice-president; Lawrence E. Downey, Maryland, executive committeeman; C. S. Whittington, Mississippi, second vice-president. W. D. Farr, Colorado, a second vice-president, and Ernest Ham, South Dakota, executive committeeman, were not present for the picture. None of the re-elected vice-presidents or executive committeemen were included in the picture.

NEW JUNIOR AMERICAN NATIONAL OFFICERS

New officers of the Junior American National (l. to r.) include Miss Kay Houck, South Dakota, treasurer; Jerry Jones, South Dakota, vice-president; Franklin Krause, Nebraska, vice-president; Larry Austin, Colorado, secretary; James White, South Dakota, first vice-president; Frank Dobesh, South Dakota, president; Miss Penny Davis, North Dakota, historian.



new vice-presidents; Larry Austin, Julesburg, Colo., is secretary; Miss Kaye Houck, Gettysburg, S. Dak., treasurer, and Miss Penny Davis, Killdeer, N. Dak., historian.

After spirited competition, Tampa, Fla., was chosen as the site of the 1962 convention. Vying with Tampa were Las Vegas, Nev.; Memphis, Tenn.; Louisville, Ky.; Miami Beach, Fla.; Denver, Colo., and about 10 other cities.

In the following pages will be found excerpts from the various speeches at the convention.

Sits in on Farm Plans

Views of the American National on farm programs were given by Jay Taylor, past association president, at a conference in Washington, D. C., Jan. 26 to consider policies for agriculture.

Taylor had been appointed by President Fred Dressler to represent the association and keep him informed of the progress of the conference.

Taylor told the group that the cattle industry has avoided interference with farm programs not generally considered directly to concern cattlemen. But, he said, "In recent years we have seen a tendency to shift problems of price-supported crops onto feed grains or in the direction of expanding acreage of grazing lands on a subsidized basis. Such attempts to solve the problems of other farm enterprises create a threat to the stability of the livestock industry."

He said "experience has taught that artificial prices and controls are inseparable. We do not believe the complex cattle business can fully serve its market or realize its full potential under a system of production and marketing controls.

"Coupled with the concept of a free

market is the need for affording cattlemen—and all business—reasonable incentives and protection against uncontrollable conditions, and this includes such things as realistic policies on imports."

He said that while the industry is not opposed to reasonable imports, the tariffs now in effect are "almost ineffective" as a deterrent to "dumping" of competitive products on our markets.

President's Address

FIRST I should like to pay sincere tribute to the officers, the committees and to the staff of the association. It is really necessary for a man to become president of an outfit like this to learn what a tremendous job all of your "top hands" do for the cowman.

One of our problems has been one

literally within our own household. A lot of us have spent many months in a lot of meetings trying to find some way for the National Beef Council to develop a solid program of financial support so that it can go ahead and do a promotion job, instead of worrying where the rent is coming from. Because so many of you have expressed sincere support for the idea of beef promotion, we know that progress is what you want. But because so many of you haven't found the "ways" to send your

Fred Dressler's
ranch near Gard-
nerville was founded
100 years ago by
his grandfather. He
gains time to work
and travel for the
industry through
teamwork of son
Frederick and son-
in-law Louis Berge-
vin.



money forward, it appears that the Council is in the position of a real boost, or a merciful death.

We hope a sound program can be developed—something which will maintain the integrity and the identity of beef promotion, but something which will make use of facilities and channels already in the field.

We will welcome your suggestions and thoughts. Solution of this problem will require the utmost in understanding and cooperation.

ONE OF THE ACCOMPLISHMENTS of the past year has been a steady growth in the prestige and acceptance of the American National among all sorts of allied groups in the agricultural field.

This is no small accomplishment. We must work together. Agriculture is a "minority". The livestock and meat

groups comprise even a smaller minority. With confidence in each other and cooperation which comes from "agreeing to disagree" on some things but putting our efforts together behind worthy activities, then the "agricultural minority" can raise its voice and be heard.

We've found that successful solutions to a lot of problems require anticipating the problems ahead of time and leaping to the offensive, rather than wait and then find out we are always on the defensive.

There are many places where we must always be on the defensive, of course, because the offensive was taken away from us long ago by government policies, bureaucracy or by the very fact that there are more of the other fellows than there are of us.

In this area are the problems surrounding the public lands, the multiple-use principle, the wilderness bill, etc. We can never fall asleep on these, but rather than being automatically "agin" every proposal or every change, we can sometimes make more solid progress by taking the initiative.

We must keep hammering away at the idea that multiple use means just what it says. That recreationists, conservationists, water users and everybody can live together with the range users, timbermen and miners. But when the recreationists keep pushing for single use of any public lands they have then become the "land grabbers" they so long accused us of being.

OVERSEAS PROBLEMS, too.

A lot of foreign cattlemen, sitting there with cheap land and lower labor cost, are planning and plotting to use the American market as the place where they can unload their surpluses or where they can make a tidy profit, no matter what our prices.

The import protection our present laws provide is no protection at all. It's

like the brakes on a truck. They work fine when the truck is unloaded and on the level road. But they're not much good going downhill when the truck is overloaded. And that's when we need them the most.

We've done a lot of work and held a lot of meetings on this import problem. We've discovered many other friends in the same boat, other industries being forced to the wall by undercutting imports. And the growing concern over the flow of our gold out of the country is bringing the problem more understanding and sympathy.

We may need to take a new look at the question of duties, tariffs and quotas. It'll probably mean actively seeking legislation that will let us effectively apply the brakes when the truck is barreling down hill.

ONE OF THE BIG problems we will face in the next few years is that of the change in administration.

We're all pulling for the new round-up boss. We'd only hurt ourselves if we didn't. He's going to be there for at least four years, and he's going to need the help of the whole country to see that the whole country benefits.

The cattle industry will be here through many changes of party and administration. But we must constantly work with all people to insure that they understand the principles of the cattle industry which have proved right in the past. On the other hand, we can not arbitrarily say "no" to all new ideas. There is a period of confusion and conflict of ideals and objectives ahead, but this industry has proved that it can stand firm without compromising progress.

In closing, I should like to read you a little something I have enjoyed:

"I leave with the hope—call it a prayer if you will—that Americans in 1961 and all the years to come will have:

"The determination to demand honest, efficient government at all levels;

"The resourcefulness to stand on our own two feet and solve our own problems;

"The common sense to discard the insane idea that all our problems can be solved with 'just a little more money';

"The courage to prefer opportunity and liberty over security and slavery;

"The wisdom to choose the proven performance of our American way of life over the unfulfillable promises of any foreign ideology;

"The prudence to balance our financial affairs at a level which can be sustained by our economy over the years;

"The energy to work, to pray, to fight if need be for the fundamental principles handed to us by our founding fathers—principles which are just as sound today as the day they were written, and principles which have made our nation and all of us free.



The Florida delegates won out in the spirited voting for next year's meeting place—Tampa.



The Arizona delegation made up one of the larger groups, with well over 50 cattlemen and wives attending.

Reports Good Year

IT'S BEEN A GOOD YEAR for the association. The membership has held its own, and we are showing new strength in certain areas of the country where the cattle business is new. I refer specifically to the southeastern section. In the past two months, we have

Executive Vice-President C. W. McMillan here points up the broadening influence of the American National and stresses need for broader support from the industry both through individuals as well as affiliated associations.



had an increase in Alabama in individual members amounting to 140.

A real incentive was provided cattlemen of the Southeast last year when the constitution and by-laws were amended. Through this, the representation on the board of directors was set up under a formula which takes into consideration the number of individual members from a state, the financial contribution to the American National and the number of years that state has been affiliated.

We also have proudly noted some additional strength in the traditional West. For example, in Arizona, during the fiscal year 1960, the representation on the board of directors was seven. This has been raised to the maximum of eight members.

I cite these two particular states because I think they are excellent examples of what some of the other states can do to help strengthen the American National.

Demands for service in all sections of the country have necessitated greater spending for travel for the staff, officers and other folks who have taken of their time to attend important meetings. There has been a sincere effort to have the American National represented at meetings affecting the industry.

ONE OF THE PRESSING NEEDS is to have someone in Washington to keep closer watch on legislative and administrative developments. We are indebted to many of our friends in Washington who, over the years, have provided information rapidly. However, demand on their time is becoming so great that we sometimes find there is a time lag between a happening in Washington and our being informed of it.

The approach the association has taken to legislative and administrative matters has been extremely effective over the years. Our "grassroots" legislative committee is favorably received. None of us has in mind changing the basic procedures followed. However, I believe all of us can recognize that having someone on the Washington scene would be highly desirable.

During the past year there has been improvement in service to members. We have been able also to bring about some economies within the office by streamlining, for example, the billing procedures for dues.

THIS NEW BILLING system (and some of you who paid your dues early in 1960 just now are learning of this) involves use of metal addressograph plates for billing and also shifting to a billing system based on the time the previous year's dues were paid. The addressograph plates make for accuracy, consistency and efficiency. Once the name and address is imprinted correctly on metal, there is no chance

that your records will vary in the future. With the new system we are getting by with one less girl on the staff.

We've also been making a more concentrated effort to keep our affiliated state and local associations, our board of directors, and committee members as well as individual members more currently informed about legislative and administrative matters. One member of our executive committee said he was receiving so much mail that he was having a hard time keeping ahead of it! This is good, however, in that our members have a much better opportunity to stay informed on matters as they arise. There is one drawback, however. Our postage bill has increased considerably.

The association can be proud of its status in many matters. One excellent illustration is the sponsorship of the industry-wide beef grading conference in Kansas City in November. This is the first time any such conference on a national scale had been called. There were probably more leaders from all segments of the industry—production through consumption—than had ever been gathered under one roof at one time. It was a fine illustration of how a working committee can get things done—in this instance, the grading study committee. We're now making plans for a special conference this spring on the "steer of tomorrow".

THE ASSOCIATION can also be proud of the leadership it took in stressing continued proper use of agricultural chemicals. It is an excellent illustration of how producers and feeders rose to the situation and showed the consuming public that they could and would continue to use agricultural chemicals properly.

We recognize that we are confronted with many problems, some old, some new. For instance, the imports of

foreign meat which in some instances adversely affect producers and feeders. We must gain more recognition in Congress and in the administration that these imports can cause irrevocable damage to an industry that has stood on its own feet and not asked for help from the federal government. I can assure you that the association is continuing to work diligently on the import problem, but I'll also be quick to add that there is not too much sympathy for our cause among people not in the beef cattle business. Many groups feel that unlimited "free trade" is the panacea for a lot of the world's problems.

The industry does not mind reasonable competition from foreign beef. However, there are times when the supplies become extremely burdensome. We must come up with a sound approach to foreign trade which will not cause damage to domestic industries, while sending our nation's gold to fill the pockets of foreign nations and stockmen.

We believe the new administration will be strong for some type of program embracing the philosophy of price supports or marketing regulations and quotas. The beef cattle industry has repeatedly expressed its opposition to such a program on cattle. We must be alert to any attempt to bring beef cattle under any type of program which could lead us to the same problems which the rest of agriculture faces.

All these things intensify the need for a strong national association. We must increase our individual membership. We must increase our financial base on which the association operates.

An Optimistic Outlook

DR. HERRELL DEGRAFF, professor of food economics at Cornell University, Ithaca, N. Y., and economic consultant for the American National, said that a preliminary analysis of cattle num-

Dr. Herrell DeGraff has been close to American National work for a number of years. He is association adviser in economic matters. The following report on the cattle outlook is encouraging to the industry.



bers indicates that the nation does not have as many animals as previously thought.

A discrepancy of 3.5 or 4 million head between the actual numbers and the government estimates of cattle population was described by Dr. DeGraff as "insignificant statistically" but enormously important" to the cattle industry at this time.

He explained that estimates by the Department of Agriculture are made from many factors in each of the five years between the regular agricultural census reports, which are used as "benchmarks" for periodic revision. But he emphasized that the errors averaged only about 10% in each year between 1955 and 1960 "which is a higher degree of accuracy than most folks attain."

Projecting a current cattle herd of barely 100 million head, rather than the 105 million predicted earlier on the basis of estimates, DeGraff said that "instead of prospective increases of considerable size in the cattle herd over the next several years, it now seems entirely possible that the cattle population might stabilize within a couple of years and at numbers not too far above where we are now."

He anticipated that half the 3.5 million adjustment will be in cows, and though much of this adjustment will be in dairy cows a sizeable adjustment will also be made in beef cows, and a calf-crop figure for 1960 might be 40.2 million, or a reduction of 1.4 million head.

He said that while the "potential projections" indicate a balance in cattle numbers in 1962, he is not sure that this would be desirable. "With a population increase of 3 million or more persons a year and a modestly increasing demand for beef, it is possible to have an additional million cows a year without breaking the beef market," he declared.

"One million more cows would drop about 860,000 calves," he pointed out. "Normal death loss would take this down to about 810,000; annual population growth would absorb 510,000 steer equivalents; the remaining 300,000 slaughter animals would barely add 1 pound per year to per capita supplies," he said.

"Slaughter cannot increase in 1961 over last year as it did in 1960 over 1959 without actually turning inventory numbers downward," he said. "However, no such expanded output of beef this year is likely to happen. A much more modest increase in slaughter (and increase in per capita beef supply) now seems to be indicated."

Prof. DeGraff warned that the "bloom" is off the cattle price increase in this cycle and that while the revised supply picture indicates no imminent price bust, "it is equally obvious that no major price increases are in the offing."

"A high but stable volume of slaughter marketings is desirable for the industry, and this is where it now stands," he said. "In terms of the revised figures of cattle numbers, it should be possible to maintain high and stable market volume for at least several years—if natural or economic catastrophes do not interfere. Average cattle prices for 1961 ought to hold within about 5% of the 1960 average."

"This will be a little more squeeze on the cattleman already pinched, but it is not a distress level for the industry," he observed.

"Large fluctuations in cattle prices, such as we have experienced in the past decade, result from large fluctuations in slaughter volume. If total production over the next several years can be held reasonably close to what is absorbed by population increase, plus what can be gained by some further increase in consumer demand, then the cattle business will indeed have found the economic stability that is so fundamentally important," DeGraff declared.

Promotes Our Leather

A DOUBLE-BARRELED PROGRAM of promotion of leather qualities and of research into new tanning and manufacturing processes was described by Irving R. Glass, executive vice-president of the Tanner's Council of America.

Glass presented an unusual "visual aid" to his talk—12 lovely models displayed the latest in all-leather garments.

Glass told the cattlemen that leather

CATTLE NUMBERS FOR 1960, 1961 AND 1962

As reported and with possible revisions

	Numbers for 1960 as reported by USDA Millions	Possible revi- sions of 1960 numbers Millions	Potential pro- jections for:	
			1961 Millions	1962 Millions
Jan. 1 number	101.5	98.0	100.0	101.0
Cows	(48.6)	(46.9)	(47.8)	(48.7)
Calf crop	41.6	40.2	41.1	41.9
Imports	.6	.6	.5	.5
Total supply	143.7	138.8	141.6	143.4
Death loss	3.9	3.7	3.8	3.9
Cattle slaughter	26.4	26.4	27.5	28.5
Calf slaughter	8.7	8.7	9.3	10.0
Total disappearance	39.0	38.8	40.6	42.4
Dec. 31 number	104.7	100.0	101.0	101.0
Increase during year	3.2	2.0	1.0	0.0
Beef and veal production (million lbs.)—				
Beef	14,850	14,850	15,400	15,950
Veal	1,130	1,130	1,200	1,300
Beef and Veal per person (lbs.)—				
Beef	85.8	85.8	87.2	88.6
Veal	6.3	6.3	6.8	7.2



CowBelle models for the all-leather style show presented by the Leather Industries of America during the convention. L. to r: Mrs. John Kvenild, Wyoming; Mrs. Lee Lowder, Kansas; Mrs. J. K. Smalley, Oregon; Mrs. Jack Janssen,

Washington; Mrs. S. B. Stafford, Nebraska; Mrs. Charles Money, Colorado; Mrs. Lucius Long, Oregon; Mrs. Dan Freed, Utah; Mrs. John McElroy, North Dakota; Mrs. Louis W. Bergevin, Nevada; Mrs. D. K. McCoy, Louisiana; Mrs. Ross Ham, South Dakota.

has come a long way in the postwar period, despite the inroads of plastic. He credited it to expanded research and changing methods which have now made American leathers the finest in the world. But he said the promotion

can leather that represents supreme quality," Glass said.

Tanners he said, have carried the costs of the maintaining and expanding leather markets without help or lend-lease assistance from any other industry.

A number of packers have joined in recognition of the job being done for the better marketing of leather and hides. "We ask the cattle producers to urge that packers everywhere give us their help."

Earlier, Glass, as secretary of Leather Industries of America, had assisted in the production of the nation's first full-scale all-leather fashion show before 700 wives of stockmen. Featured were evening gowns and wraps, coats, pedal-pushers and other garments, including a brief bathing suit, made entirely of leather.



Irving R. Glass is executive vice-president of the Tanner's Council and secretary of the Leather Industries of America. In spite of "foreign" trademark glamor, he thinks Americans prefer domestic leather.

and educational programs through Leather Industries of America have aided the public's awareness of the improved qualities and of new uses.

"Leather is superior, but unfortunately, virtue is not its own reward in an era of massive advertising," he said. "Virtue has to be sold, and the hide and leather people are doing just that.

"There is cooperative action by the leather industry in fields of technical research because of an awareness that the roots of healthy business are nourished by unremitting scientific research," he said.

He called on the cattle industry to recognize that the American leather industry means \$300,000,000 in annual sales of raw materials and to lend "enthusiasm and moral support" to research and promotion activities.

"In spite of the adulation which some people love to give the foreign label, when the chips are down it is Ameri-

can leather that represents supreme quality," Glass said.

custom of allowing for fill or varied weighing conditions.

"Feedlot posting", which he said

could come under the present law if

operators of feedlots were in the busi-

ness of feeding on contract, buying and



Howard Doggett, who has a ranch in Montana, was recently named director of USDA's Packers & Stockyards Division. Formerly agricultural attache to Belgium, he has had much agricultural and government experience.

selling livestock for the public. He said "if you are sole owner of the feedlot and the cattle in it, obviously there is no public participation."

"Prompt payment." It is common practice as well as a regulation that producers be paid cash, which, he said, is "only good, common sense." But as between producer and consumer, the problem is different, he said. "We are studying it, hoping to find an acceptable solution short of a hard and fast rule that would apply to packers, wholesalers and retailers," he declared.

"Packer bonding." He said that "in view of absence of congressional action we could not interpret the law to require bonds from packers, and that is where we stand today."

"Consignment selling," as distinguished from "grade and yield", has been discouraged by the P&S "without going so far as to classify it as an unfair practice," Doggett said.

Supervision of rates, he said, was a

Asks Study of P&S

HOWARD K. DOGGETT, director of the Packers and Stockyards Division of the Department of Agriculture, said that a complete review of the P&S Act should be made.

He said the act has not kept pace with changing practices of marketing, even though often amended.

"Amendments over the years have been generally just additions, with little or no change in the original approach," Doggett said.

Doggett also discussed several controversial practices "needing attention and clarification". Among them were:

"PENCIL SHRINK", which he termed as not a serious problem because buyers and sellers generally are used to this

very important part of P&S work at the time the act was passed in 1921, but with "about 2,200 stockyards and auction markets posted, and competition exerting so much pressure on rates charged for selling livestock, our rate-setting activities become less and less important."

P&S HAS EXPANDED its activities greatly since the amendments in 1958. The field staff has been expanded. This is continuing as fast as practical. Regulatory work is highly specialized and requires considerable training and experience of the individual before he is able to interpret the act and be of service to the industry. The training program coupled with an expansion of total registrants from some 5,000 to 15,000 has caused problems that we have simply not had time to digest and for these reasons we would prefer to have another year before Congress is asked to open the act again for amendments.

"We would, however, appreciate some help in getting an over-all review of the act by a disinterested group that would approach the situation in the light of present-day and future marketing practices, and come up, we would hope, with some suggestions which would be helpful for everyone concerned.

The act is broad and basically sound, but it is our belief that present-day conditions indicate that an impartial and objective study such as I have here proposed should now be made of both the P&S Act itself and of its administration. I would welcome suggestions from any of you as individuals and from your organization.

Agriculture Expanding

AMERICAN AGRICULTURE is an expanding industry in every important respect except one: The number of people required to run our farms.

Our agricultural plant uses each year more capital, more science and technology, more managerial capacity, more purchased production inputs, more specialized marketing facilities and more research than the year before.

Out of 68 million people employed in America, about 26 million work somewhere in agriculture. Seven million of these work on farms, eight million produce goods and services purchased by farmers, and 11 million process and distribute farm products. Hence, almost two-fifths of all our employees are engaged in agriculturally related work.

THIS IS THE AGE of science and technology in American agriculture. Brainpower has replaced horsepower as the essential ingredient on our farms. U. S. agricultural output has increased two-thirds the last two decades, while farm workers have gone down some three million. This means that production per worker on our farms has doubled in the last 20 years.

One farm worker in America now

feeds and clothes himself and 27 others. A generation ago he fed and clothed himself and only nine others. A century earlier, himself and only three others.

In contrast to a generation ago, when farmers were producing most of their own fuel, power and fertilizer, industry is now furnishing farmers each year—

6½ million tons of finished steel—more than is used for a year's output for passenger cars.

50 million tons of chemical materials—about five times the amount they used in 1935.

18 billion gallons of crude petroleum—more than is used by any other industry.

285 million pounds of raw rubber—enough to make tires for six million automobiles.

22 billion kilowatt hours of electricity—more than enough to serve



Earl Butz, dean of agriculture at Purdue University, is outspoken on behalf of agriculture. He was formerly an assistant secretary of agriculture. His talk points up agriculture's importance.

Chicago, Detroit, Baltimore, and Houston for a year.

OUR AGRICULTURAL PLANT is a great blessing to all the people of America. Not only are they fed and clothed better than at any time in history, but they get their food cheaper, in terms of how long they have to work to get it. If our people were content to eat the same quantity and quality of food, with the same amount of services with it that they did a generation ago, they would purchase it for a substantially smaller share of their total disposable income. As it is, they spend about the same proportion of disposable income. However, they get much more with their food such as frozen foods, prepared meats and a whole variety of services that have been transferred from kitchen to the grocery store. The same kind and amounts of foods that were purchased 20 years ago for 23% of disposable income would now take 16%. No other people in the world get so much for so little.

The retail price of food in America is lower now than it was two years ago, and is only 5.5% above the level of 1952. The index of all consumer prices rose 13.1.

In 1952, with factory workers averaging hourly earnings of \$1.67, it took the average factory employee 51 hours to earn the money to pay for his monthly food basket. Now, with earnings of \$2.31 per hour, it takes something less than 39 hours to earn enough to pay for the equivalent basket of food.

SOME OF US REMEMBER the "good old days" of 1914, when rib roast was

only 20 cents a pound. But it took 48 minutes of labor to earn the money to buy a pound of rib roast then. Today we do it with 20 minutes of labor, or in 40% of the time it took a generation ago.

The thing that bothers most of us in America today is not so much the high cost of living as it is the cost of high living.

Pressure for Recreation

EVERY YEAR somewhere near 15 million Americans hunt in the United States, making several trips apiece and spending over \$1 billion. These people seek and find healthful and natural outdoor recreation.

Unfortunately, among the millions of decent Americans afield, there were thousands who violated the code of the outdoors. And this contemptible element, this hard core of civilized slobs, is the problem that hunters must solve if our hunting heritage is to be preserved.

The Izaak Walton League has attacked the problem from several directions. Perhaps most important, the example of its individual members has, over the years, helped establish a higher standard of conduct afield.

Frank Gregg, a native of Colorado and former editor of Colorado Outdoors, is the executive director of the Izaak Walton League of America. He serves the cause of landowner-sportsman relations.



ANY LASTING SOLUTION involves education, example and aroused public opinion. The League has designed such a program. It is called "Hunt America Time." Its guiding principle is simply the Golden Rule.

First target is the hunter. Chapters set up booths in sporting goods stores, shopping center parking lots and other likely spots immediately before opening of hunting seasons. Hunters are collared individually and asked to sign, and observe, the Hunt America Time pledge: (1) To be law-abiding; (2) to respect the rights and property of others; (3) to be careful with fire and firearms.

Among other things, League members offer free, and help post, fence signs reading "Hunt by Permission Only" and "Safety Zone—No Hunting Near Buildings." These help the landowner control hunters.

A third leg of the League chapters' HAT program is directed at bringing the story to the people through the press, radio and TV, and through talks before schools and clubs.

"WE HAVE BICKERED unnecessarily over wilderness legislation. The

League supported the multiple-use bill passed with your support by the last Congress. Since that bill clearly protects multiple-use of most forest areas and also specifies wilderness as a part of multiple-use management, can't we go ahead and pass a wilderness bill like the current version, that simply expresses congressional support for the preservation of present—not expanded—wilderness, and specifically protects grazing uses?

Can't we acknowledge the irresistible pressure of the public for quite convenient access to federal public lands, and work out ways to provide it?

And if cattlemen are to be asked to yield on these two causes, what are we to offer in return?

Well, how about conservationist support for stronger penalties for tres-

unquestionably continue to support every objective enumerated above. And there is another matter on which we are in essential agreement, that may prove more important than all our points of disagreement combined.

The League and most other conservation organizations with broadly representative membership, contrary to persistent impressions, are essentially multiple-use organizations. We have historically opposed efforts by commercial interests, including the livestock industry, to dominate the management of public lands. We will continue to do so and will continue to insist that the great bulk of the federal public lands is properly managed to produce the beef, wool, timber, minerals, water and outdoor recreation that the nation needs under multiple-use.

Calls for Range Survey

IT IS DIFFICULT to evaluate the effectiveness of the Society of Range Management in the attainment of its objectives during its life span of 14 years. A few tangible things have been done, however. The Society has been recognized by the National Research Council with a representative on one of its committees. A manual of "Range Research Methods and Techniques" is about ready for publication. "Range Management" is now identified as a separate item in Collier's Encyclopedia. The Society is preparing a Range Management Bibliography for the United States.

The Society has contributed to progress in range management in another



Only a portion of the nearly 200 leather items entered in the CowBelles "Awards of Rewarding Leather" exhibit at Salt Lake City are shown in this photograph of a window of the ZCMI department store during the American National convention. Judges selected Cairns and Brother, Inc., Clifton, N. J.; Hamley's, Pendleton, Ore.; and Fred Mueller Saddlery, Denver, Colo., to receive special awards in the professional class. Winners in the amateur class were Byron Orser, Williams, Calif.; Hugh Rawley, Draper, Utah, and Wayne and Maxine Litson, Gove, Kans. Mrs. A. P. Atchison, Englewood, Colo., was chairman of the unique program to develop new ideas for items suitable for awards in contests, sporting events, stock shows, etc.

pass and vandalism, and for a workable way to permit game wardens to initiate trespass cases without a complaint from the landowner? How about conservationist support for higher license fees for direct compensation to landowners where mutually satisfactory means can be worked out? How about conservationist support for range improvement and re-seeding and stock watering facilities on the public lands? Better fire protection? Insect and predator control? Road construction? Research to increase productivity of lands for your purposes?

How about, for that matter, a farm policy that protects the dignity of the farmer and rancher and rewards him for sound conservation of his holdings instead of practically blackjacking him into overproduction?

I am proud to say that the Izaak Walton League has supported and will

IT SEEMS CLEAR enough to us that there is no reasonable political prospect of dominance by commercial users of the federal public lands. To the contrary, it is more likely that future efforts to dominate the public lands will be waged by those whose primary interest is in preservation as distinct from management. And there is no question that these efforts will be intensified in seriousness and in public appeal if all who want to use the public lands are not willing to yield to the broad public interest by accepting such limitations as are necessary to serve all public needs. To be specific, any effort to establish a pre-eminent position for commercial use, or to weaken the effectiveness of soundly operating management agencies, may conceivably jeopardize the entire multiple-use concept.

way. For example, excluding employees of state fish and game departments, there were about 135 full-time researchers in federal and state governments and private industry in 1960 (there were 25 in 1930). Today there are 17 colleges and universities giving range management majors (there were only four in 1930). There are eight forestry schools or colleges, offering major courses in range management (there were three in 1930).

WHAT PROGRESS has been made in getting good range management on the ground? The open ranges in the West had their peak in livestock numbers around 1890. Since that peak there has been a gradual decrease in numbers. The principal reason for this, in my opinion, was too much unregulated use in the early days. This was followed by overstocking and poor man-

agement on a lot of this vast domain during World War I. There were many other reasons. The plow was one; it tried to turn thousands of acres to farming which should never have been farmed. Military reservations, national parks, municipal watersheds, urban developments, and other lands set aside for special purposes, have contributed to the decrease in land available for grazing. The present "population explosion" in many parts of the West will undoubtedly add to this decrease.

And there are still millions of acres suitable for grazing which are not producing at their maximum. In the Southwest mesquite has about doubled its range since 1900. It occupies about 70 million acres in Arizona, New Mexico, Texas and southwestern California. We have a long way to go in some sections to place all or the majority of the ranges in good condition.

Fred Kennedy, a charter member and president of the American Society of Range Management, has had wide experience on ranges. He is the southwestern regional forester for the Forest Service at Albuquerque.



THE NORTHWEST has a few problems. About 1900, Klamath weed, a native of France and England, was found at old Ft. Seward in California. Since then, this weed has invaded thousands of acres of abandoned farm land, as well as some of the better range lands in Oregon, Washington, northern California and northern Idaho. Patches have been found as far east as central Montana. The inter-mountain country has its own halogeton, an annual which is a prolific seeder as well as being poisonous. It was first discovered near Deeth, Nev., in 1935. This late arrival from Russia has caused livestock losses in substantial numbers in Nevada and Idaho. It has also been found in northern California, Utah and near Grand Junction, Colo. About the only control is to replace it with perennial grasses. The BLM and livestock operators have spent thousands of dollars in an attempt to control it. Another invader is medusa-head. For many years it confined itself to northern California and southern Oregon. I have heard that it is now in southern Idaho. There are many more examples.

I hope I haven't given the impression that all range lands in the West are depleted and just right for some invader to come in and take over. This certainly is not the case. There are many ranges, both in private and public ownership in the West, which are being properly managed and are in good productive condition.

Most of our beef, mutton and wool production, at least in the West, is largely dependent on range lands, as are practically all the West's game ani-

mals. The ranges form an important part of the new watersheds. It's about time to take stock and determine what should be done to place this important resource in good production condition.

I am convinced that a meaningful nation-wide range survey is necessary if we are to prevent future invasions of our range lands with characters similar to halogeton.

Such a survey or inventory is not new. We have been inventorying our timber resources on a nation-wide basis for a good number of years. The survey is providing direction for management of all timber production.

The recently appointed Outdoor Recreation Resources Review Commission is studying outdoor recreation in the United States. Other resources such as water and soils are being appraised and studied. I believe it is time to give similar attention to the range resource.

Favors Liberal Trade

ECONOMIC AND POLITICAL forces have made us increasingly "international minded" in our agricultural thinking. We have had to develop larger export markets for our farm products. As a rapidly expanding nation of consumers, we have also had to concern ourselves with imports of agricultural commodities.

The size of our stake in foreign mar-

Foreign trade is the concern of Dr. Max Myers, administrator of USDA's Foreign Agricultural Service. He has been director of experiment station and head of economics at the South Dakota State College.

kets is found in the currently high level of agricultural exports. In 1960 U. S. farm product exports were the largest in the nation's history, both dollar-wise and volume-wise. Shipments had a value of \$4.7 billion—21% above the \$4 billion in 1959.

The production from about 60 million acres of farm land was exported in calendar 1960. These shipments were about equal to the crops harvested in all the Rocky Mountain states, all the Pacific Coast states, plus Texas.

SALES FOR DOLLARS are accounting for about 70% of current exports. Sales under special government programs—the Food-for-Peace operations—represent about 30% of the total.

The fundamental position of the cattle industry is good. Consumer demand for beef is strong; our population is increasing. All this should be reflected in relatively favorable prices despite progressively larger beef output.

This increased output of meat will call for expanded exports of livestock products, such as hides, tallow, and variety meats. These by-products and

the prices at which they are sold have a significant effect on the over-all level of cattle prices in this country. For that reason, the Department of Agriculture is carrying on several vigorous promotion projects to push foreign sales. These projects are being handled in cooperation with the livestock and meat industry. Exports of livestock products in 1960, virtually all for dollars, totaled \$345 million.

BEEF IMPORTS were relatively large in 1959, although for the first eight months of 1960, imports were down 25%. Imports normally constitute a little over 3% of domestic production. In 1959, imports rose to over 8% of domestic output. The imports came, however, at a time when U. S. beef and veal production was down somewhat. Because of this offsetting factor, prices remained relatively favorable to producers.

The United States has been trying to reduce trade barriers erected by foreign countries against U. S. farm products. While this drive is on, we will be in better bargaining position if we avoid actions which might prejudice our case. But foreign countries have a responsibility, too. The countries that sell us such products as beef and wool should be willing to buy more U. S. agricultural commodities, such as cotton and tobacco.

We must continue our efforts toward trade liberalization. Liberalization, plus government-industry teamwork on market development, can do much to solve some of our serious problems.

The New Tenderizing

A NEW PROCESS to tenderize beef at the time of slaughter was described by Paul A. Goeser, head of the fresh



Paul Goeser, head of fresh meats at Swift's research laboratories, helped in developing the meat tenderizing known as ProTen. He was formerly lecturer for the National Livestock and Meat Board.



meats division of Swift and Company's research laboratories.

Goeser told the cattlemen that applying the patented tenderizing process, called "ProTen", to beef from animals already fed special finishing rations "brings about a degree of acceptability in quality beef never before attained."

"Because lack of tenderness is the greatest source of dissatisfaction among consumers of beef, elimination of this complaint should increase the demand for beef," Goeser said.

The process, tested for many months, involves injecting the enzyme papain into a steer or heifer only minutes before slaughter. The animal's blood-



New Mexico ranked among the top in number of cattlemen and their wives attending the convention.

stream carries the enzyme to all parts of the carcass.

Gooser said that Swift was using the process mostly on fed cattle because consumers want, in addition to tenderness, the flavor, aroma and texture that can be gained only through sound cattle feeding practices.

THE FACT that many less tender cuts of tendered beef can be cooked tender with dry heat does not mean that less tender cuts cannot be satisfactorily prepared as pot roasts, stews, braised steaks or ground meat. Thus we maintain a wide variety of beef dishes.

"We are presently processing this new beef at seven of our meat packing plants. Some retail stores have sold this beef for over two years with excellent success.

"The logical question, of course, is what this means to the future of the beef business. At this stage, we are unable to foresee the full impact of this new process. It is our feeling, however, that ProTen will have the effect of increasing demand for fed beef. It would seem reasonable to expect that elimination of lack of tenderness would increase the demand for beef. This would apply not only to the more popular cuts of steaks and roasts but to the heretofore less popular cuts of beef that typically are cooked in moist heat. In fact, barbecuing chuck roasts might become as widespread as barbecuing steaks and hamburgers.

THE GROWING consumer preference for lean beef that at the same time possesses tenderness, flavor and attractive appearance, has represented a formidable challenge to the industry. By applying a process to beef cattle carrying a minimum of internal and external fat, Swift has literally made a scientific break-through to meet this

challenge. The process is thus regarded as one of the most significant steps ever taken to tailor beef to consumer demands.

"While Swift is unable to forecast the possible impact of this new process upon the cattle feeding industry, it is believed several possibilities exist: Should consumers' acceptance for ProTen continue to expand, it would appear that cattle feeders will have open to them some new production opportunities. With consumer preference for lean beef and thus less emphasis on fat as an index of quality, cattle can likely be marketed in the future with less fat. This would mean cheaper gains, shorter feeding and increased feedlot capacity through accelerated turn-over."

Pfizer To Introduce New Feed Combination

Chas. Pfizer & Co. has patented a hormone - antibiotic combination for feeds. It includes the "doubling up" of certain broad spectrum antibiotics such as Terramycin with orally active estrogenic substances such as diethylstilbestrol for use in growth-accelerating feed concentrates. Average increased income to cattle feeders from the use of such "two-in-one" feed concentrates is estimated at \$3 a head, according to Pfizer.

Routine Pregnancy Exam Urged for All Cowherds

Cowherd examinations for pregnancy are especially sound management practice this year because of high feed costs, says an extension veterinarian at Colorado State University, Fort Collins. Wm. W. Brown points out that costs of such an examination is only \$1 or \$2 a cow, and advises marketing non-

pregnant cows, in view of the \$45 or so it costs to keep a non-productive cow in hay for the winter. "With routine examinations," he states, "the problem cows are eliminated. If a cow is not pregnant she is less likely to have a calf the following year than a cow that is pregnant."

Nocona Brings Out New Seamless Boot Line

"Seamless Saddle-Side" is the name given by Nocona Boot Company of Nocona, Tex., to its newest boots, introduced in January. The new design features a top construction that completely eliminates the seam on the saddle side of the boot; this is expected to give better and more comfortable service because there is no seam to rub against the saddle and break down, and there is no inside seam to rub a rider's leg.

Takes Over Western Veterinary Products Firm

The Colorado Serum Co. has taken over the Western Instrument and Manufacturing Co. and will consolidate it with its own operation. The purchase comprises all assets and the Winco trade name. Principal products are: veterinarian syringes and hypodermic needles, veterinarian surgical instruments and some specialized instruments used in the medical profession.

Bulletin Gives Information On Feeding Dairy Cattle

The USDA has issued Farmer's Bulletin No. 2153, "Feeding Dairy Cattle." The 32-page booklet is for sale at 15¢ by Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

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ASSOCIATION Meetings

New officers of the Maryland Beef Cattle Producers, elected last month, are: Leland Clark, Poolesville, president; Fred Ernst, Clear Spring, vice-president; John Hudson, Ijamsville, secretary-treasurer. The group is scheduling a spring field day in the southern part of the state; a spring feeder cattle sale on Apr. 20, and a fall feeder calf sale.

At its recent annual dinner meeting, the Maryland Beef Cattle Producers Association honored **Amos R. Meyer** with a life membership. Mr. Meyer is a marketing specialist in the department of markets at the University of Maryland. E. Brooke Lee of Damascus,

are deliberately plotting to 'take over' much of the demand created in the United States."

Dr. Herrell DeGraff, director of the National's fact-finding committee, told the convention he estimated cattle prices would go down 2% to not more than 5% in 1961, and that beef consumption is at a new high in this country and will stay there.

A panel of livestock marketing men cited the important role the livestock industry is playing in growth of the state. Another panel discussion, by animal husbandrymen at Mississippi State University, took up efficiency in cattle production.

At the 96th annual convention of the National **Wool Growers Association** in



New officers of the Mississippi Cattlemen's Association, elected during the annual convention in January, are (from left) Don Bartlett of Como, president; Luther W. Wade of Greenwood, first vice-president, and Harris Swayze of Benton, a vice-president.

Md., the organization's president, presented the award in recognition of "outstanding service to the livestock industry" of the state.

In their annual meeting at Jackson, Jan. 12-13, members of the Mississippi Cattlemen's Association elected Don Bartlett of Como to the presidency, succeeding Frank Brumfield of Inverness. The new first vice-president is Luther W. Wade of Greenwood, and Harris Swayze of Genton is a vice-president.

In resolutions, the cattlemen called for "a free market operating under the law of supply and demand, free of bureaucratic control," endorsed the work of the state's beef council in affiliation with the National Beef Council; urged controls over "excessive and destructive" imports of red meat products.

C. W. McMillan, executive vice-president of the American National Cattlemen's Association, in a further discussion of the import situation, stated: "Cattlemen . . . certainly are not opposed to reasonable levels of imports to help consumers receive a steady, inexpensive supply. But we are opposed to laws and policies which ignore the fact that producers of goods in other nations

Denver last month, Penrose B. Metcalfe of San Angelo, Tex., was named president to succeed Harold Josendal of Casper, Wyo. The 600 persons in attendance also elected the following vice-presidents: George Hislop of Yakima, Wash.; J. R. Broadbent, Salt Lake City; Angus McIntosh, Las Animas, Colo.; Henry Hibard, Helena, Mont.; W. Hugh Baber, Bakersfield, Calif.

In resolutions, the wool growers, representing 16 states, called for import quotas on lamb, wool and woolen products, and for labeling all such products of foreign origin. They opposed establishment of wilderness areas, increases in freight rates on livestock, and setting up of minimum wage standards for workers in the industry.

REVISED BLM FEE

The fee to be charged on the 59 BLM grazing districts in 1961 will be 19 cents per animal unit month—a 3-cent reduction from last year. The fee is based on average livestock prices at markets in the western states during calendar 1960. Last year returns from licenses and permits on the grazing districts totaled \$2.7 million.

THE PUBLIC... AND YOU

BY
LYLE LIGGETT

When a man has a wife who, infrequently but flatteringly often, is mistaken for a freshman, and who, so far, has raised two cool-cat teenage daughters—he thinks he can solve ALL the problems of the world.

Then he is confronted with the problems of a five-year-old son who has entered the fairyland world of kindergarten and assertive manhood.

Our young Turk has been going through gargantuan

emotional struggles lately. His buddy—a six-year-old mentor—has convinced him that to "get into first grade you have to be tough." So my somewhat gentle-mannered son has been "practicing" on his kindergarten mates.

Everything would be fine except that his victims won't cooperate.

So Master Jonathan is torn between charging off to school each morning with a chip on his shoulder or staying at home to avoid retribution.

Some day, his "personality" will do what the teachers hopefully call: develop! Will it be pugnacious? Will it be cowardly, suffering the taunts of the world's bullies who recognize a good thing when they see it? Or will it be that of a man who knows when to extend the firm grasp of friendship and cooperation and when to swing the clenched fist of righteous hurt?

Can there be some similarity between the five-year-oldster's growing pains and that of the cattle industry which must face the world, not as a youngster perhaps, but certainly as a misunderstood minority?

Are we classed as a quarrelsome bunch which swings at anyone innocently brushing by us? Are we thought of as bullies pushing around the poor consumer, the hungry hunter or the beighted conservationist?

Do people take us for cowards, as sitting ducks for anything they choose to do to divide and conquer us?

I certainly hope that the men of our industry will be known as pacifists who KNOW how and when to fight and can and will.

This would be a goal for all peoples, but, certainly, it must be the goal of the cattle industry to become known as a group of people willing to work with all others for the good of mankind . . . but with an iron fist in a velvet glove.

This is a noble goal. This is America. This is not looking for a fight, but ready and able to go 15 rounds with the best if need be.

I wish I could tell the industry how. I wish I could tell my son.



Lyle Liggett

Our young Turk has been going through gargantuan emotional struggles lately. His buddy—a six-year-old mentor—has convinced him that to "get into first grade you have to be tough." So my somewhat gentle-mannered son has been "practicing" on his kindergarten mates.

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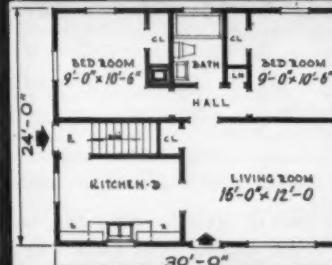
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SECRETARY-TREASURER—Mrs. Jessie Shaw, Cardwell, Mont.

VICE-PRESIDENTS—Mrs. Chester Paxton, Thedford, Nebr.;
Mrs. Jack McClure, Belle Fourche, S. Dak.EDITOR—Mrs. Dorothy McDonald, No. H-8, 303 N. 47th St.,
San Diego 2, Calif.

PRESIDENT'S Message

In this final address to the American National CowBelles, President Betty Smith lists the high spots of accomplishments during 1960. The following contains excerpts of her talk before the group.



Mrs. Smith

OUR ASSOCIATION, completing its 9th year on Jan. 15, had 4,931 paid-up National members—1,776 above last year's high—women who have a real and personal interest in the cattle industry. Our purposes are to "assist the cattlemen in promoting the welfare of the livestock industry and to build good public relations."

I want to express our thanks to the National association and its officers and staff and to the allied industries and the cattlemen of all the associations who have given the CowBelles so much help.

Our greatest activities are channeled through beef promotion and public relation programs. I should like to give you a brief report of some of the projects carried on by local, state and the national CowBelles. Our biggest project is the Beef for Father's Day program in which beef has been established as traditional to serve dad on his special day. This project has been promoted nationally as well as in CowBelle states. Splendid help has been given us by the National Live Stock and Meat Board, American Meat Institute, Retail Grocers, National Beef Council and state Beef Councils and other industry groups. Radio, television and press media are used as well as unique ideas in the state groups. Mrs. J. B. Williams, Bakersfield, Calif., was the chairman of this successful promotion.

THE ALL-AMERICAN Father of the Year, sponsored through youth groups, has been added as part of the Beef for Father's Day project for the past four years. Again we are grateful to our friends in allied industries for the gifts presented the winners and for the assistance from the National office. Mrs. Charles B. Fisackerly, Sunflower, Miss., chairmaned this contest.

Outdoor beef cookery, promotion of the lesser known cuts of beef and the

YOUR NEW PRESIDENT

I am leaving Salt Lake City after having attended a wonderful convention. The year ahead promises to be highly interesting serving as your president.

With your continued cooperation, interest and encouragement, I pledge a year of service to you and the cattle industry. You will be hearing from me individually in the near future and from time to time thereafter.

—Mrs. W. F. Garrison, President

variety meats, and the giving of beef for Christmas gifts were both given emphasis by Mrs. Earl Morrell, Dunn Center, N. Dak., the general beef promotion chairman. She mailed quantities of posters, booklets, recipes and other information to the states for their use.

This year I formed a new committee of radio and television to assist the states in using this media for greater beef promotion and public relation activities. Mrs. Gilman Peterson, New England, N. Dak., gave valuable information as chairman of this committee.

Public relations activities of the CowBelle groups have been an important part of our program. We conducted a contest under the guidance of Mrs. W. F. Garrison, the chairman, among cattlemen's and CowBelles' associations, recognizing that public relations should be a continuing effort. We take part in Farm-City activities, donate several thousand dollars through local and state groups for scholarships to girls and boys, entertain teacher groups, civic and service clubs and employ other activities.

Also new this year is our leather contest-exhibit, which I know you all have enjoyed seeing at this convention. Mrs. A. P. Atchison, Englewood, Colo., is the capable chairman of this tremendous task.

OUR NEW EDITION of "Roundup of Beef Cookery" was placed in bookstores and CowBelle organizations in November. We are proud of this book of 400 beef recipes, for it is practical with a filet of mignon or hamburger budget, and it has been meeting with great acceptance. Many magazines have been high in their praise and we are grateful for their support. Mrs. Robert Burghart was chairman of the revised edition and Mrs. John Guthrie and Mrs.

Clyde Carlile are co-chairmen of distribution.

With the changing demands of the housewife, the packaged self-service of the meat markets, with chicken or turkey every day instead of seasonally, we are in an age of terrific competition for our share of the food dollar. We who are proud of our individualism and our heritage in the cattle industry, must continuously work to improve our methods and product. There is no room for complacency.

Gertrude

Dieken

Talks

To

CowBelles



Miss Dieken

A special feature of the annual CowBelle breakfast in Salt Lake City on Jan. 27 was a talk by Miss Gertrude Dieken, editor of *The Farmer's Wife*, the complete woman's magazine within the Farm Journal. Miss Dieken spoke most interestingly on "Women and the Wide World."

A native of Iowa, Miss Dieken is a graduate of Coe College in Cedar Rapids, has been a news editor of a group of county weeklies and home economics editor for the Iowa State College extension service. For six years at Iowa State she produced press and radio information on home economics and homemaking and at the same time did graduate work in consumer economics and technical journalism.

She has been home economics consultant for the public relations department of the E. I. DuPont DeNemours Company and since 1945 the editor of *The Farmer's Wife*.

THROUGH

A Ranch House Window

I am sorry I could not attend the Salt Lake convention last month, and the view of the important meeting I'll share with you comes from the generous CowBelles who took time from their own busy schedules to write quick notes before they dropped, exhausted, into their beds for a few

hours of rest before starting another wonderful and exciting day of conventioning. We'll hope to have more details in March.



Mrs. Helen Millward

The Nevada CowBelles were generous enough to send us a copy of the "Atlasta Good Beef Sandwich" which won for Mrs. Helen Millward of their state the title of Sandwich Queen of 1960. It is really delicious, and so easy to prepare. Try it for the family or for those hungry teen-agers. It's just one more delicious way to use up that left-over roast beef—if you can save back enough to be "left-over."

ATLASTA GOOD BEEF SANDWICH

**From Mrs. Helen Millward,
The Spudnut Shop, Fallon, Nev.**

½ cup dairy sour cream	8 slices Russian rye bread
1 tsp. prepared horseradish, well drained	4 lettuce leaves
¼ tsp. salt	1 tsp. onion soup mix
12 slices cold roast prime rib of beef, sliced thin (about 8 oz.)	Dash of pepper
	Butter or margarine
	4 slices garlic dill pickle

Mix sour cream, onion soup mix, horseradish, salt and pepper. Lightly toss half of this cream mixture with thinly sliced beef. Spread bread with butter or margarine. Lay three slices of beef on each of 4 slices of buttered bread, top with a lettuce leaf and 1 Tbsp. of sour cream dressing, then cover with second slice of buttered bread. Cut diagonally, place on plate and garnish with dill pickle slice. Makes 4 sandwiches.

Last month we reported the winners of the public relations contest. There were many excellent entries. In addition to those finally chosen as winners, the judges cited one of a CowBelle group from Elko County, Nevada; others from the Natchitoches Parish (Louisiana) CowBelles and Harney

County (Oregon) CowBelles, and those from Fallon Creek, Montana, and Moon Creek, Montana, as deserving of praise.

Have you seen our new Roundup of Beef Cookery yet? I am enjoying my copy so much and have already given two as gifts, one to a bride and one to a dear relative who recently lost his wife and after a long and happy life of being waited on and cooked for by a wonderful cook, is having to learn to prepare many of his own meals.

"I cannot tell you how much I appreciate the cookbook," he writes. "It is the first one I have seen that has simple, down-to-earth eating for a meat-and-potatoes man like me and actually tells me how to fix it. Though there's a big pile of cookbooks on the pantry shelf, I hadn't been doing much better with them than with H's private recipe file. Though she was a wonderful cook, she had an unfortunate habit of dropping into shorthand in jotting down her favorite dishes, and unfortunately I can't read shorthand. But no less frustrating to an amateur like me were the usual cookbook directions to marinate, to braise, to sauté. (I haven't even yet found out what it means to sauté onions, for instance.) And with this CowBelle cookbook, I'll never need to bother to learn. I'd say there is enough information and sufficient recipes to get me through whatever cooking I'll have to do. And someone ought to give those ladies a special pat on the back for including those menu suggestions. They're not only a life-saver to an old amateur like me, but think what they'll mean to the hungry bridegrooms of this country!"

I hope you'll buy the cookbook, give it, tell your friends about it. The National CowBelles will reap a financial reward, and everyone who uses it will benefit. And the fact that it will promote the use of more of that fine product, beef, is just an extra bonus!

And so . . . good eating . . . and good evening . . . to you all. D. M.

STATE CONVENTIONS

At their annual convention in Santa Barbara on Dec. 9-10, 1960, the California CowBelles followed the National organization in deciding on incorporation. At the directors' meeting on Thursday morning, standing committees gave reports. The annual luncheon, a gala occasion, was held at the Montecito Country Club on Friday. The annual business meeting breakfast at the Miramar was honored to have Mrs. Nona Williams, a vice-president of the National CowBelles, give a report on "Beef for Father's Day" at the National level.

Mrs. Russell Peavey of San Diego County was elected president for the coming two-year term. Officers who will serve with her are Mrs. Edson Foulke, Mrs. Mona Chisholm, vice-presidents; Mrs. Jack Probert, secretary; Mrs. Arthur Claassen, treasurer.

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Highlight of the Nevada CowBelles' convention in November, 1960, was a visit by Mrs. J. B. Smith, National president. The group was also interested in a talk by Mrs. Millward of Fallon about how she won the title of Sandwich Queen and a trip to Europe. Mrs. Millward also shared with the group her prize-winning recipe which, appropriately enough, features beef.

Mrs. J. B. Wines was elected president for the coming year. Mrs. Wines lives on a ranch in Ruby Valley and with her son Calvin operates the family ranch. She is a member of the First Presbyterian Church of Elko and is active in several civic clubs. She was the first president of the Elko County CowBelles.

• • •

The Mississippi CowBelles last month elected Mrs. Knox Ross of Pelahatchie president to succeed Mrs. Chas. E. Ratcliffe of Natchez. Mrs. Joe Clements was named first vice-president; Mrs. H. A. Becknell of Brandon, secretary-treasurer, and second vice-presidents are Mrs. James Carter, Natchez; Mrs. B. M. Massey, Clarksdale; Mrs. Dave Pingrey, Macon; Mrs. Don Bartlett of Como.

HERE AND THERE
WITH THE COWBELLES
CALIFORNIA:

A Japanese theme was followed, both in delicious food and in table decor at the annual election-of-officers meeting of the Solano-Napa County CowBelles. After Mrs. William Beaton of Napa, out-going president, had called the meeting to order and thanked the members for their cooperation, the following officers were elected by acclaim to serve in 1961: Mrs. Jerb Gunn, Jr., of Napa, president; Mrs. Guy Steward, Suisun, and Mrs. William Fryer, St. Helena, vice-presidents; Mrs. Ben Huntley, Sr., of Napa, secretary; Mrs. Chester Petersen, Suisun, treasurer.

• • •

At their January 11th meeting, the San Diego County CowBelles elected the following officers to serve in 1961: Mrs. Charlotte Holcomb, Dulzura, president; Mrs. Vida Ruby, Boulevard, vice-president; Mrs. Howard Golem, Escondido, corresponding secretary; Mrs. Hans Starr, Ramona, recording secretary; Mrs. Ann Stephens, Del Mar, treasurer. Plans were also made for their annual Valentine Dance on Feb. 10.

• • •

COLORADO:

Colorado CowBelles met for their annual mid-winter breakfast in Colorado Springs during December. Guest speaker was Mr. Walter Harris, assistant district engineer at Pueblo. His interesting talk, "The Luckless Legion," dealt with highway safety and individual responsibility as a factor in reducing traffic fatalities.

The president, Bernice Money, called for a series of reports and announcements. Among these was that of Mrs. R. A. Burghart that the new Ameri-



Mrs. Arthur Finley, Springville, newly elected Utah CowBelle Vice-President is shown with the Sanpete CowBelles' cute Salt Lake convention exhibit.

can National cookbook was off the press. It was suggested that CowBelle units place copies of this book in public libraries and with home demonstration agents and in home economics classrooms.

Mrs. A. P. Atchison of Englewood reported on the National CowBelles' leather contest. She said that in working on the contest she had learned that many 4-H leaders were interested in leather projects and would welcome help from the CowBelles. The same is true, she said, of leaders who teach 4-H youngsters to cook.

Mrs. Bob Lyons reported that a complete study of the Hunter-Landowner committee would be ready for the January meeting. Mrs. Lucille Clark of Littleton also indicated that a complete report on her committee's work with station KRMA-TV in preparing a television program would be forthcoming at the next meeting.

Mrs. Si Berthelson gave the membership report. Officers of various CowBelle units were introduced.

Public Relations

As your public relations chairman in 1960, I want to say "thanks" for the cooperation and encouragement that came to me from many CowBelles. I hope we in public relations this year have made some progress in creating and maintaining good will for our great industry. Judging from your letters, I can say that CowBelles are becoming aware of the tremendous need for work in this field. I appreciate your letters and have tried to pass the ideas along.

Next year you will no doubt be working on some of the same programs nationally; Contest, Mystery Beef Eater, Farm-City Week. Do plan for these in advance, being mindful that public relations is a continuous process, paving the way for promotional programs.

Azile Garrison, Chairman
1960 Public Relations Committee

The MARKET Picture

INSPECTED CATTLE SLAUGHTER for the year 1960 appears to be about 12% larger than 1959. Three factors have contributed to this.

First, fed cattle marketings have been large. Beginning each quarter the number of cattle and calves on feed showed a gain over the corresponding period a year earlier. Feeders have marketed their cattle at a faster pace and at lighter weights. Late in 1960 average weights of slaughter steers did show some increase, partially due to the increase in the number of short-fed two- and three-year-old steers marketed in late November and December.

The second reason was due to a speeded-up marketing of all kinds of cattle. More grass cattle and female stock went directly to slaughter.

The third reason can be attributed in part to poor pasture conditions the past summer over a large part of the western range states. Producers in the latter half of the year marketed a larger number of cows than expected when they were faced with the prospect of having to buy additional hay and other feeds to carry their breeding herds through the winter. While slaughter of cows and other classes was up substantially in 1960, it was not enough to turn the cattle cycle downward, and when the livestock on farm figures are released in mid-February a new high of approximately 101.5 million head of cattle and calves will be recorded.

CATTLE ON FEED REPORT as of Jan. 1, 1960, showed a 6% increase in numbers being fed in 26 major feeding states. The Corn Belt showed 5,141,000 of feed as compared with 4,858,000 head on Jan. 1, 1960. All states in the Corn Belt, except Iowa and Michigan, showed increases or were the same as a year earlier. Illinois, second ranking state, was up 6%. Nebraska was up slightly. Iowa, the country's leading cattle feeding state, was down 1%.

In the 11 western states 2,029,000 head were on feed, with California, the leading state in the area, showing the largest increase, 7% or 47,000 head. Colorado was up 2% or 10,000 head. While most other western states showed increases, volume was not too significant.

Cattle on feed weighing under 500 pounds are down 1% from a year ago, while those weighing 500-900 pounds are up 9%; 900-1100 pounders up 6% and over 1,100-pound animals down 3%. For the country as a whole, well finished fed cattle expected to be marketed in the next two or three months should not prove too burdensome, but starting about the middle of the second quarter, marketings should equal or surpass last year.

ACTUAL NUMBERS of cattle and

calves running on wheat pastures of southwestern Kansas, Oklahoma and the Panhandle of Texas is not known, but operators in the area indicate volume is at or near a record. So far the weather in that area has been rather open. Most wheat pasture operators who have not already contracted for spring delivery have a good price hold on their cattle. Most contracts on Good and Choice 600-675-pound feeder heifers were \$22.50-24.50, mostly \$23-24; similar grade 650-750-pound steers \$24-25.50. Good and Choice 400-500-pound stock calves for February-March delivery, heifers \$26-28.50, steer calves \$27.50-30; Choice and Choice to Fancy steer calves as high as \$33.

Prospect for summer grass grazing holds the key to what replacement cattle prices will be this spring. If good spring grazing develops, demand for grass and feedlot replacements could result in a rather brisk market at steady higher prices. If conditions in the grass country should turn off dry this spring, then the large volume of cattle now on wheat pastures not contracted would earn lower prices.

THE LARGEST CONCENTRATION of stocker and feeder cattle and calves assembled for sale and immediate delivery since the first of the year was at the National Western Stock Show at Denver. Prices paid furnish a good benchmark for replacement cattle. During Jan. 16-20 3,432 head sold on the open market and 13,000 head moved through two special auction sales. In the sale of cattle and calves entered in show competition, 1,667 head sold. The grand champion load of steer calves (Hereford) weighed 538 pounds and brought \$71.25 per cwt. The reserve grand champion load (Angus) weighed 518 pounds and brought \$60 per cwt. In this sale, 166 steers averaging 884 pounds cost an average of \$26.40 per cwt. 1,094 steer calves average \$35.60, averaging 511 pounds, with 351 heifer calves, averaging 465 pounds, costing \$34.27.

A large share of the heifer calves sold in this sale were bought for replacements in commercial breeding herds. Two loads Choice senior steer calves weighing 671 pounds sold at \$28.74 per cwt. In the commercial feeder sale over 11,800 head were sold. 14 loads Good and Choice 875-1,064-pound feeder steers brought \$24.25-26, bulk \$24.50-25.50. One load Choice 882-pound steers topped at \$27. 10 loads mostly Choice 563-767-pound steers, \$27.25-29. 91 loads Good and Choice 605-850-pound steers \$24.50-25.50, with 11 loads Good grade 800-945-pound \$22.00-23.75. 22 loads Good and Choice 595-853-pound heifers \$23.50-25.75, with one load 537-pound \$26.25. Three loads Choice to Fancy, mostly Choice 338-447-pound steer calves \$35.25-38.75, with 73 loads Good and Choice 315-570-pound steers \$29.75-33.75. Three loads Choice 302-379-pound heifer calves \$32.50-34.50, with 55 loads Good and Choice 309-520-pound weights \$25.25-29.50. 10 loads Medium to Good stock cows \$225-240 per head.

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10 YEAR
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SURE-WEIGH Model 500 comes complete for easy, perfect installation. 1/10 of 1% accuracy. Fits into any existing stock handling equipment. Read weight from normal standing position. Also complete fully mobile and semi-portable models. Clip ad now and mail for all the details.

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PUREBRED BULLS AND HEIFERS

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SALES

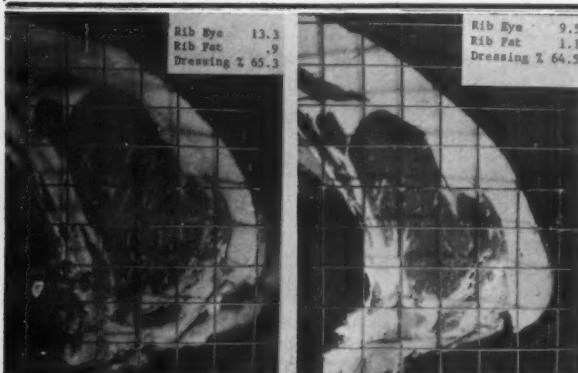
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80 BULLS -- 20 BRED HEIFERS
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CK RANCH BROOKVILLE, KANS.

Rib Eye 13.3
Rib Fat .9
Dressing % 65.3

Rib Eye 9.5
Rib Fat 1.1
Dressing % 64.5



The rib steak at the left was from the grand champion steer in a quality beef contest at the Eastern National Livestock Show in Maryland. It was an Angus, bred by Harry May, Mineral Point, Wis. The one at right was from a low-place animal. Both had about the same ration.

CHARBRAY BREEDERS TO HOLD ANNUAL MEETING IN HOUSTON

The annual membership meeting of the American Charbray Breeders Association will be held Feb. 21 in Houston, Tex. This will mark the third anniversary of the organization in its own independent breed registry office. The group's president is John H. Phipps of Tallahassee, Fla., the vice-president A. D. Cobb, Jr., of Beeville, Tex., and the secretary Mrs. Quinta Arrigo, Houston.

NATIONAL HEREFORD ASSN. SPONSORS BULL SALE AT K.C.

The American Hereford Association will sponsor the Great Midwestern Hereford Bull Sale at Kansas City on Feb. 27. The event is aimed at meeting the needs of commercial breeders in the central states area for large numbers of serviceable-age bulls. More than 150 head, all of them at least a year old on sale day, have been consigned; soundness and quality of the offering will be checked by an inspection committee prior to the selling.

TEXAS HEREFORD STEER IS CHAMPION AT ARIZONA NAT'L

The grand champion of the Arizona National Livestock Show in Phoenix last month was a 1,120-lb. Hereford steer shown by 16-year-old Barbara Grubb of Fort Davis, Tex. The young exhibitor has been a 4-H steer feeder for seven years and has won previous prizes.

In this 13th Arizona show, Hereford exhibitors from 13 states participated in a sale dedicated to the late Alan Feeney, former president of the American Hereford Association. The champion animal was a 1,120-pounder shown by 16-year-old Barbara Grubb of Fort Davis, Tex. The champion bull came from Herschede Ranch, Hereford, Ariz., and the female championship went to Wyoming Hereford Ranch, Cheyenne, Wyo.

The 63 Herefords offered marked up a total of \$37,475, to average \$764; 14 females averaged \$766 for a \$10,720 total.

In the Angus auction, 30 bulls figured \$410 per head on a total of \$12,290 and 14 females, averaging \$367, brought a total of \$5,140.

NEW HIGH PRICE PAID FOR ANGUS CHAMP AT DENVER

The grand champion of the National Western Stock Show at Denver last month was a 960-lb. Angus steer exhibited by 17-year-old Dennis Gebert of Granville, Iowa. The animal later sold for \$4.10 a pound, a new record for the Denver show. Karl and Jack Hoffman of Ida Grove, Iowa, took top honors in the carlot competition with a load of 15 Blacks.

Herschede Hereford Ranch of Hereford, Ariz., sold the show's champion bull for \$30,600. In the breed auction, 106 bulls totaled \$232,790 to average \$2,196; 14 females brought \$18,015 for a \$1,287 average. Jack Turner & Sons of Fort Worth, Tex., displayed the cham-



pion Hereford female.

Red Angus feeder calves from Beckton Stock Farm, Sheridan, Wyo., sold for \$33 per cwt. in the Denver event. Average weight of the February and March calves was 664 lbs.

In the Denver sale of Angus bulls, 327 animals sold for a total of \$233,220, averaging \$713. Buyers came from 17 states; their top price was \$5,000, and they paid an average of \$1,137 for the 70 bulls that sold individually.

POLLED HEREFORDMEN ELECT NORTH CAROLINIAN PRESIDENT

W. P. Morris of Jackson, N. C., has been elected president of the American Polled Hereford Association in its annual meeting at Chicago. He succeeds P. H. Ginsbach of Dell Rapids, S. Dak. The new vice-president is K. P. Gatchell of Columbus, Miss., and D. W. Chittenden of Kansas City, Mo., has been named to serve for the 16th year as executive secretary of the association which has 12,000 members.

SAN ANTONIO SHOW ATTRACTS 1,000 HEAD, MAJOR BREEDS

Breeding, exhibit and sales cattle entered in the San Antonio Livestock Exposition, Feb. 10-19, total more than 1,000 head. These include Angus, Brahman, Brangus, Charolais, Hereford, horned and Polled, and Santa Gertrudis. An all-time record in premiums and purses of \$156,679 (with \$71,000 designated for livestock) is offered in the show. Herefords will compete for \$13,182; Angus cattle will vie for a total of \$7,750, and Brahman cattle will compete for \$7,610 in premiums.

YOUNG TEXAS TEENERS SHOW SANDHILLS TOPS

The grand championship in the fat steer division of the Sandhills Hereford Show at Odessa, Tex., last month was won by a 730-lb. Hereford shown by 13-year-old 4-H'er Larry Minks. The reserve animal was shown by James Roy Smith, 15; this was a 909-lb. Hereford.



WINNER IN ARIZONA

WHR Maxine \$2, owned by Wyoming Hereford Ranch, Cheyenne, selected as champion female at the Arizona National Livestock Show at Phoenix. From left: Mrs. E. L. Scott; Mrs. and Mr. Tom Leavay, owners of WHR; Earl Monahan, Hyannis, Nebr., president of the American Hereford Association; George Lazar, manager of WHR, at the halter.

Carl Ruppel, left, Dr. L. M. Cropsey and Rand Van Devoort, right, officials of International Beef Breeders, Denver, newly organized breeding service, specializing in beef cattle insemination work, examine cattle they bred at Jennings Brothers Angus Ranch, Highmore, S. Dak. These are some of the grand champion carload of fat steers at the National Western. Dick Goff photo.

MON., MARCH 6

Brookville, Kansas

CK RANCH VV SALE

Selling 80 Bulls

- 70 of these are of serviceable age
- 10 are junior calves of herd bull calibre

20 BRED HEIFERS

They are not fat. They are carrying the services of CK Crusty 72-112, CK Beau Crusty 2, and CK Crusty 72-214.

Buy Championship Breeding

For the 13th consecutive year, CK Ranch bulls have produced either champion or reserve champion bulls at Denver. This year, CK Ranch exhibited the grand champion load, and part of these will sell March 6. The reserve champion load were all descendants of CK Crusty 112.

BUY CATTLE BACKED BY A SOUND PROGRAM

The CK Program includes:

- ★ Double-Checked Pedigrees
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- ★ Quality and Uniformity
- ★ Popular Proven Bloodlines
- ★ Weight Information
- ★ Performance that Counts
- ★ Cattle Development in a Practical Manner

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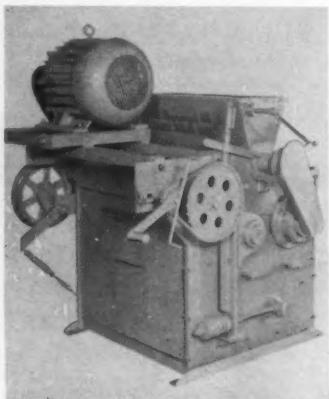


To THE
EDITOR
(Cont. fr.
P. 2)

why cattle and beef are imported, because they can be bought cheaper. We had better look at our hole card, which is a strong American economy, and stop buying foreign products that are in direct competition with established industries in our country. In case of wire and posts, American made are best anyway, and the same holds true for the vast majority of products. We are not consistent when we complain about imported beef hurting our cattle industry while we buy other imported products that hurt other American industries.—Bill Hughes, Willcox, Ariz. (From Arizona Cattle Growers Newsletter.)

54¢ of the tax dollar comes from individual income taxes, 26¢ from corporation income taxes, 12¢ from excise taxes, 8¢ from other receipts. 56¢ of the tax dollar goes for major national security (military functions, military assistance, atomic energy, stockpiling), 11¢ goes for interest, 7¢ for agriculture, 7¢ for veterans, 1¢ for debt retirement, and 18¢ other. The above figures are based on fiscal 1961 current estimate.

GRAIN ROLLER MILLS in a size and model to fit your needs. Rolls guaranteed for ten years.



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Member California Beef Cattle Improvement Assn.



Lyle Liggett, left, public relations director of the American National, presents plaque to Iowa State University coach and team for taking first place in beef grading in the intercollegiate meat judging contest at the International Live Stock Exposition. Iowa State was the top team in the entire contest, and also took first in lamb judging. Left to right, Liggett, Professor Ed Kline; Gene Pitzen, Stacyville, Iowa; Marvin Walter, Watkins, Iowa; and John Besh, Geiger, Ala. Walter was high individual in beef grading. The contest was sponsored by the National Live Stock and Meat Board.

Interior Secretary Sets Up Wildlife Ranges in Alaska

Secretary of the Interior Fred Seaton on Dec. 7 established three national wildlife ranges in Alaska—the Arctic, Kuskokwin and Izembek National Wildlife Ranges.

The largest and most remote of the areas is the 9 million-acre Arctic bounded by the Yukon Territory on the east and the Arctic Ocean on the north. Grizzly and polar bears, Dall sheep, wolverine and great caribou herds are among its large game.

The Kuskokwin area is located on the Yukon-Kuskokwin River delta in western Alaska. The 1.8 million acres

is believed to be the greatest waterfowl breeding ground in North America.

The 415,000-acre Izembek wildlife range is on the north side of the Alaska Peninsula at the base of the Aleutian Island chain—a migration concentration point for ducks and geese. Brown bears and herds of Stone's caribou are also found there.

The natives will still have the right to hunt, fish and trap and sportsmen must observe provisions of state law.

USDA researchers have found that too much light given chickens at too young an age reduces egg production.



"No, he didn't strike oil, he just put his whole place in the soil bank."

Beef Promotion Notes

At a meeting in Bismarck, members of the North Dakota Beef Council last month elected Leonard Davis of Killdeer president; Cal Foss, Valley City, vice-president, and the following directors; Glen Olson, Edgeley; Raymond Schnell, Dickinson; Clark Jenkins, Fargo; George Strum, Fargo; Lorin Duemeier, Mrs. Jim Tyler and John Coles, Bismarck; Arnold Maier, Hannover; Joe Milton, McLeod.

The Arizona Beef Council has started a state-wide beef promotion program of advertising beef at the point of sale and will soon have "beef banner" advertising material in all meat markets of the state.

FOREIGN NOTES

NEW ZEALAND

Reports that New Zealand meat would be flown to North America has been denied by N. Z. meat interests.

ITALY

Thousands of angry farmers in and around the city of Milan, Italy, have staged riots in the past month in protest over imports of low-priced foreign beef and butter, which they say are undercutting the prices of the native products.

MEXICO

Mexico has put quotas on exports of live cattle and on slaughter of cattle for export as beef. Total is equivalent to 750,000 head for the marketing year ending Aug. 31. USDA says exports will probably not reach the quota.

CHAMP AT DENVER

Junior and grand champion steer of the 1961 National Western Stock Show in Denver was "Black Dynamite", a 960-pound Angus calf exhibited by Dennis Gebert, Granville, Iowa. From left: Bruce Taylor, University of Arizona, Tucson, judge; L. M. Pexton, president of the show, and Dennis, who received \$4.10 per pound for his champion. Buyer of the steer was the Golden Ox restaurant of Denver.

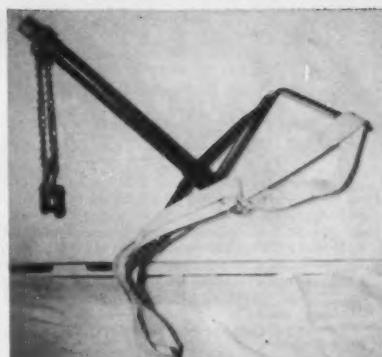


"Free Grass to Fences" Tells Full Montana Range Story

Sometimes you get the "feel" of a book by leafing through it even before you start reading it. "Free Grass to Fences" by Robert H. Fletcher is that kind of book. The full Montana cattle range story, from the earliest days of the fur traders down to the latest Miles City roundup, is told here by a man who knows the northwestern rangeland and its history without a map. It is published for the state historical society by University Publishers, Inc., of New York, and not the least of its charms lie in the expertly reproduced Charles M. Russell paintings which adorn it and in his pen and ink sketches which are scattered through the book as chapter headings and markers. There's also a generous quota of authentic old and new photographs. All these things add interest and beauty to a very attractive volume, but they do not overshadow an important and well written text. The Montana Stockgrowers Association may well be proud of its sponsorship of this book, and anyone might be equally proud to have it on his bookshelf. It retails for \$12.

The volume of U. S. farm output is about equal to that of Mainland China and almost 60% larger than the Soviet Union's. However, on a per capita basis, production in the United States is about twice that of the Soviet Union, about four times larger than Mainland China's, but about the same as that of Canada, and only half that of Australia and New Zealand.

83 Forest Service areas comprising a total of 14 million acres are now devoted to "wilderness recreation," according to the 1959 report of the chief of the Forest Service. Total acres administered by the Service as of June 30, 1959, were 185.6 million.



HERE'S A CALF PULLER that will not bend, slip or stick when seconds count. Needs no resetting as it has 36" beam. Pulls backward calves so quickly they do not smother. Releases instantly even under the full pressure of its 6000-lb. pull, if complications develop.

Jack can be used to change tires, pull posts, etc., and shoe is included with complete puller. Puller attachment is high grade steel with webbing support belt.

Complete puller \$35.90 F.O.B. McFadden, Wyo. Shipping wt. 41 lbs.; attachment alone 9 lbs.

Calf puller attachment for Botorff or Handymen Jacks, \$14.95 F.O.B. McFadden —Specify which jack you have.

Improved obstetrical chains 30" long \$1.25. Send check or money order with order. Wyoming residents add 2% sales tax.

Box 125 McFadden, Wyo.

HOW TO MAKE MONEY ON CATTLE DOWNTURN

Don't miss the Doane "1961 Farm Price Outlook." The combined thinking of more than 150 agricultural specialists has gone into this special forecast. Read what Doane predicts will happen to cattle prices . . . learn what's ahead and what steps you should take to increase profits in '61.

Are prices on the downturn?

Doane economists say, "Yes, but informed cattlemen can show profits during most of this period." Read all about the anticipated depth of the coming price decline and learn what's behind it in the special Doane Agricultural Digest Report. This analysis is offered to you without cost or obligation to acquaint you with Doane's Agricultural Digest Reports. Mail your name and address today to Doane Agricultural Service, Box 7954, 5142 Delmar, St. Louis 8, Mo. Your free copy of the "1961 Farm Price Outlook" will be sent immediately.

Calendar

1/1/21 1/2/21
1/3/21 1/4/21

Feb. 10-19—San Antonio Stock Show & Rodeo, San Antonio, Tex.
 Feb. 14-17—Livestock Research Advisory Comm., USDA, Washington, D. C.
 Feb. 15-18—Western States Meat Packers, San Francisco.
 Feb. 17-18—National Farm Institute, Des Moines, Iowa.
 Feb. 20-21—Louisiana Cattlemen's Assn., Shreveport.
 Feb. 22-23—Alabama Cattlemen's Assn., Montgomery.
 Feb. 22-23—Livestock Conservation, Inc., Des Moines.
 Feb. 22-Mar. 5—Houston Fat Stock Show, Houston, Tex.
 Feb. 28—National Beef Council, Omaha, Nebr.
 Mar. 6-8—North American Wildlife & Natural Resources Conference, Washington, D. C.
 Mar. 20-22—Texas & Southwestern Cattle Raisers, Ft. Worth.
 Mar. 26-28—New Mexico Cattle Growers, Albuquerque.
 Apr. 3-4—Nat'l Institute of Animal Agri., Purdue, Univ.
 Apr. 13-16—Nat'l Independ. Meat Packers, Chicago.
 Apr. 14-15—Calif. Cattle Feeders, Brawley.
 Apr. 17-19—8th National Watershed Congress, Tucson, Ariz.
 Apr. 23-25—American Angus Conference, Athens, Ga.
 Apr. 24-26—Animal Health Institute, Washington, D. C.
 Jan. 24-27, 1962—American Nat'l. Cattlemen's Ass'n. Convention, Tampa, Fla.

FEDERALLY INSP. SLAUGHTER

(In thousands)

	Cattle	Calves	Hogs	Sheep
Dec. 1960	1,576	451	5,753	1,114
Dec. 1959	1,552	456	6,968	1,182
Year 1960	19,395	5,260	66,153	14,036
Year 1959	17,459	4,875	68,707	13,466

(Cow and heifer slaughter for the year 1960 amounted to 48.9% of total federally inspected cattle slaughter, as against 44.8% in 1959. Canner and cutters were 14.4% of the total in 1960 as against 10.5% in 1959.)

COLD STORAGE HOLDINGS

(Thousands of pounds)

	Dec.	Nov.	Dec.	5-Yr. Avg.
Frozen Beef	160,376	159,194	191,103	181,251
Cured Beef	8,563	9,826	11,006	10,437
Total Pork	175,396	153,626	264,280	273,052
Frozen Veal	14,325	13,219	9,960	15,689
Lamb & Mutton	12,130	12,244	14,794	10,282

WHOLESALE DRESSED MEAT

(Chicago)

	Jan. 26, 1961	Jan. 29, 1960
Beef, Choice	\$43.50 - 47.00	\$40.50 - 46.00
Beef, Good	42.50 - 45.50	39.00 - 43.00
Beef, Std.	39.50 - 42.00	36.50 - 40.00
Veal, Prime	57.00 - 60.00	56.00 - 60.00
Veal, Choice	54.00 - 58.00	52.00 - 55.00
Veal, Good	44.00 - 52.50	42.00 - 52.00
Lamb, Choice	35.00 - 41.00	35.00 - 42.50
Lamb, Good	34.00 - 39.00	35.00 - 40.00
Pork Loin, 8-12#	46.00 - 48.00	33.50 - 37.00

CHICAGO LIVESTOCK PRICES

	Jan. 26, 1961	Jan. 28, 1960
Steers, Prime	\$26.50 - 29.75	\$26.50 - 28.75
Steers, Choice	24.50 - 28.75	24.00 - 27.75
Steers, Good	23.00 - 27.25	22.00 - 27.75
Steers, Std.	20.75 - 24.00	19.50 - 24.00
Cows, Comm.	15.25 - 16.75	15.00 - 16.00
Vealers, Gd.-Ch.	22.00 - 28.00	27.00 - 31.00
Vealers, Std.	17.00 - 22.00	21.00 - 27.00
F. & S. Steers, Gd.-Ch.	21.75 - 29.50	23.50 - 30.00
F. & S. Steers, Md.	19.50 - 23.50	18.50 - 24.00
Hogs (180-240#)	18.25 - 19.00	13.00 - 14.35
Lambs, Gd.-Ch.	15.25 - 18.50	18.00 - 21.00
Ewes, Gd.-Ch.	5.50 - 6.00	6.50 - 8.00

Personal Mention

C. E. Hellbusch has been promoted to the Denver public relations office of Safeway Stores, Inc., after spending the past 18 months in the public relations office of the chain's Salt Lake City division. His work as the firm's farm and livestock consultant will cover a seven-state territory.



Hellbusch

Dakota Stockmen's Association to fill out the term of Gene Wachter who died recently in Bismarck.

Karl S. Landstrom has been appointed director of the Bureau of Land Management. Mr. Landstrom, a native of Lebanon, Ore., succeeds **Edward Wooley** of Boise, Ida.

Utah Station Answers Question: Does Range Seeding Pay?

The September issue of Farm and Home Science, Utah State University agricultural experiment station publication, asked "Does range seeding pay?" The conclusion: Analysis of costs and returns from crested wheatgrass seedings on foothill lands in western Utah indicates those which produce a satisfactory stand of grass are profitable even when seeding costs are high and drought reduces grass yields below normal. Average total cost of 20 seedings was \$18.51 per acre, representing an average cost yearly of 93¢ per acre amortized over a 20-year period. This does not include risks of failures, water development, periodic renovation of the stand, or fence and water maintenance. Calculated average annual gross returns, based on changes in carrying capacity, increased meat yield and increased lamb and calf crop, showed seeded crested wheatgrass stands for spring grazing by yearling cattle returned \$3.60, cows and calves \$1.99, ewes and lambs \$4.93 per acre.

The USDA has announced appointments to complete organization of the Packers and Stockyards Division of the Agricultural Marketing Service as established July 1, 1960, with **Howard J. Doggett** as director. **Lee D. Sinclair** has been named deputy director; **John T. Coyne**, assistant to the director; **Donald L. Bowman**, chief, stockyards branch; **Glenn G. Bierman**, chief, packer branch; **Robert D. Thompson**, chief, scales and weighing branch; **Henry L. Jones**, acting chief, rates and registration branch.

K. A. Clark of Easton, Md., was recently named a member of the USDA's livestock research and marketing advisory committee. Mr. Clark is a native of Nebraska and formerly was a member of the University of Maryland staff. He is now an Angus raiser and engaged in the meat packing business in Baltimore.

Dr. Richard E. McArdle, chief of the USDA's Forest Service, was one of five persons who received the 1961 President's Distinguished Federal Civilian Service Award. The gold medal he received at a White House ceremony last month marks the highest honor a civilian employee of the government can get.

Clarence L. Miller, former assistant secretary of agriculture for marketing foreign agriculture and director of the Commodity Credit Corporation, will become the vice-president of the American Stock Yards Association in Washington. He is a native of Kentucky.

Vernon Goodroad of Brandt, S. Dak., was named South Dakota Stockman of the Year at a special presentation ceremony in Pierre on Jan. 10. The program is sponsored by the South Dakota Stock Growers and the Greater South Dakota Association.

W. T. (Tap) Bennett, secretary of the Georgia Livestock Association, was recently honored in Atlanta by some 200 friends and associates for the "tremendous part" he has played in the state's agriculture.

Jack Murphy of Kildeer, N. Dak., has been elected a director of the North

\$5 Million Livestock Show Anticipated at Houston

The Houston Fat Stock Show, to be held Feb. 22-Mar. 6, is expected to attract livestock worth an estimated \$5 million. More than \$3 million worth of the entries will be cattle, according to President Neill T. Masterson, Jr., who reports that entries in all breeds will be larger than last year.

Deaths

Mrs. L. M. Pexton: The wife of the president of the National Western Stock Show at Denver, 64-year-old Mrs. Alberta Pexton, suffered a fatal coronary seizure on the opening evening of the 1961 Denver show. She had just made an arena appearance with her husband, who is also chairman of the board of the Denver Union Stockyard Co., when she was stricken.

Mrs. Martin Domke: Bernice Domke, 50, died at her home near Greeley, Colo., last month; she had suffered from a heart ailment for some time. She was the wife of Martin R. Domke, former president of the Colorado Cattle Feeders Association.

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